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BUTTE COUNTY



CALIFORNIA

PRODUCTS MAP OF BUTTE COUNTY

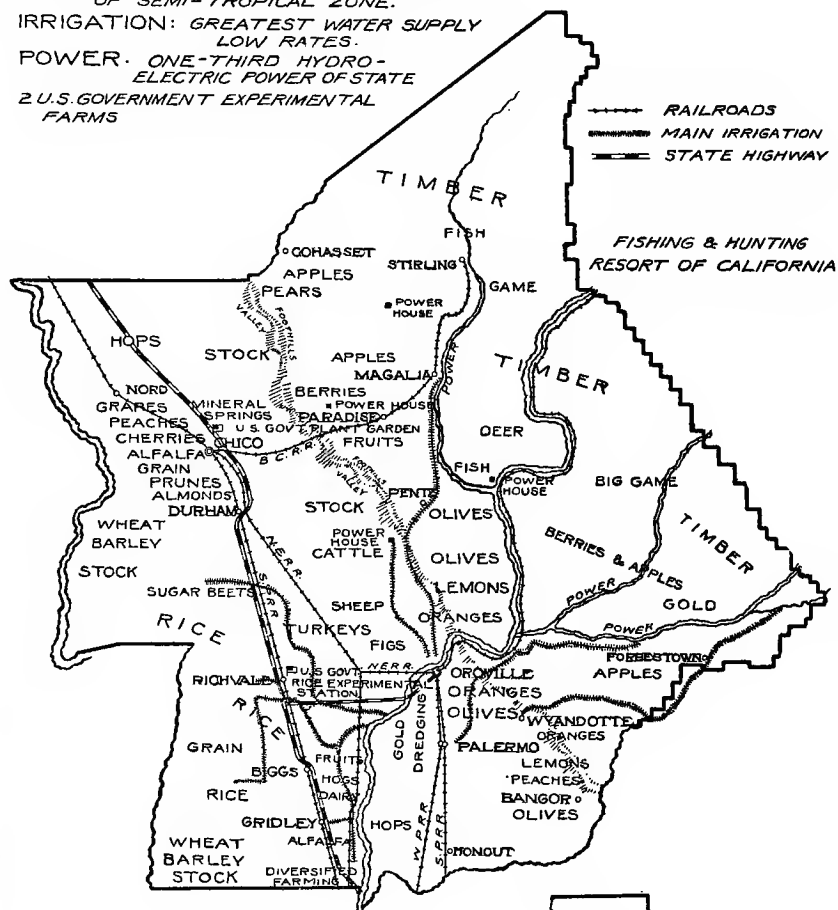
CLIMATE: THE TYPICAL CALIFORNIA CLIMATE

SOIL ADAPTED TO ALL THE PRODUCTS OF SEMI-TROPICAL ZONE.

IRRIGATION: GREATEST WATER SUPPLY
LOW RATES.

POWER: ONE-THIRD HYDRO-ELECTRIC POWER OF STATE

2 U.S. GOVERNMENT EXPERIMENTAL FARMS



ACREAGE

PRODUCING		AVAILABLE
FRUIT	17,000	100,000
ALFALFA	5,000	50,000
RICE	15,000	50,000
DIVERSIFIED FARMS	10,000	75,000

SAN FRANCISCO



Butte County's Diversity of Resources Mark It as One of the
Wonder Counties of California

Butte County, Sacramento Valley, California

What Butte County Offers the Homeseeker

By GEORGE C. MANSFIELD and
WALTER M. SMITH

This pamphlet is approved by the
Board of Supervisors of Butte County

*Further Information concerning Butte County may be obtained by
addressing the following Associations:*

Chamber of Commerce, Biggs, California
Development Committee of Business Men's Association
Chico, California

Chamber of Commerce, Gridley, California

Chamber of Commerce, Oroville, California

or the Improvement Associations in any of the following
communities: Bangor, Berry Creek, Brush Creek, Central
House, Clipper Mills, Coutolenc, Cherokee, Cohasset, Dur-
ham, Dayton, Enterprise, Forbestown, Honcut, Hurleton,
Magalia, Mooretown, Nord, Nimshew, Nelson, Paradise,
Palermo, Pentz, Richvale, Rio Bonito, Stirling City, Stan-
wood, Thermalito, Tilden, Wyandotte.



Beautiful Homes Bespeak the Prosperity of Butte County—Country Homes in the Gridley District—The Esplanade Leading Into Chico—A Residence Street in Oroville



Where Can I Best Locate in California?

This question is being asked by thousands of people all over the United States. The answer to the question is coming back in thousands of pamphlets and pieces of literature from thousands of places, all telling of the opportunities that those localities offer.

And the information that is being given is right. For California in its entire length and breadth is veritably a land of promise, where opportunity abounds everywhere. It is, indeed, THE GOLDEN STATE.

Places of Particular Opportunity.

But the further question may be asked: Are there not localities in California to which Success is particularly beckoning, because of some happy combination of soil and climate, and by reason of fortunate economic and industrial conditions? In short, are there not in California places of particular opportunity?

Californians, and those who are intimately acquainted with the State, know this to be a fact. They know that there are in California, as elsewhere, places that offer especial inducements, and it is definite and concrete facts relative to such localities that the person desires who dreams some day of making his home in California.

Standards by Which to Judge Localities.

To determine the relative opportunities of different localities there must be some standard or means of measuring degrees of opportunity. We would suggest the following considerations as paramount in determining the relative opportunities that different localities offer:

1. Soil fertility and land values.
2. Abundance and certainty of water for irrigation.
3. Diversity of products.
4. Transportation facilities and accessibility to markets.
5. Opportunity for employment.
6. Opportunities for general and technical education and industrial training.
7. Opportunities for recreation.
8. Healthfulness.

These standards, when applied to the different localities, furnish a yard-stick by which to measure the extent of opportunity found



Hydrangea Bouquet in Butte County



Giant Fig Tree in Butte County

in each. They furnish a means by which the home-seeker may determine for himself where in California he can best locate.

Butte County Embraces Advantages of State.

Among Californians Butte County is known as a county of particular opportunity. Its productions are as varied as are the products of the United States itself. Professor E. J. Wickson, a leading authority on horticulture of the United States, had Butte County in mind when in his famous book on California Fruits he wrote as follows:

"In climatic conditions affecting horticulture we have in California almost an epit-

ome of the whole United States, with added climatic characters peculiarly our own. * * *

"One who seeks to know California well must undertake to master both its horticultural greatness and littleness; and so closely are these associated, and so narrow the belts of special adaptations, that there are counties which have a range of products nearly as great as the State itself.

"It is hard for the stranger to realize this. It is difficult for him to believe that the terms 'northern' and 'southern' have almost no horticultural significance in themselves; that northern fruits reach perfection, under proper conditions, at the south, and vice versa.

"Latitude, which is a prime factor in geography, is of exceedingly small account as an indication of horticultural adaptations in California. The fact becomes apparent when it is known that the apple and the orange, fruit kings, whose kingdoms lie at opposite borders of the Temperate Zone, so far distant that one may be called semi-frigid and the other semi-tropical, have in California utter disregard for the parallels of latitude, which set metes and bounds upon them in other lands. Impressive as this truth may be, it is not so startling as another fact, viz., that fruits, in suitable interior situations, ripen earlier at the north than at the south, a complete reversal of the tenets of the geographer."

The San Francisco Chronicle, in its editorial columns under date of December 11th, 1911, paid a signal tribute to Butte County when it said:

"Possibly there is no other county in the State that is a producer of the first magnitude in so many different lines as is Butte County."



Oroville's Setting by the Feather

Uncle Sam Stamps Butte County as O. K.

If further evidence is needed, Uncle Sam has himself put the mark of official approval on Butte County and has stamped it as **THE PLACE OF PARTICULAR OPPORTUNITY**. For after combing the United States over to find the one place best suited for the establishment of a great national experimental station, where the plants of the entire world might be assembled and propagated, and their adaptability to conditions in the United States determined, it was the unanimous recommendation of the experts of the Depart-



The Earliest Oranges in California Grow in Butte County—Picking Oranges Near Oroville for the Eastern Holiday Market



The Beautiful State Normal School at Chico

ment of Agriculture that this great Garden should be established in Butte County. The United States Plant Introduction Garden, as this experimental station is called, is to-day a veritable clearing-house for the plant and tree life of the world, and is the most important garden of its kind in the world. It is Uncle Sam's official stamp "O. K." upon Butte County. It was located in Butte County after a nation-wide investigation. Where Uncle Sam leads, certainly no one else will make a mistake in following.

And not only has the Federal Government placed its chief experimental gardens here, but it has also established a great rice experi-

mental station in Butte County to determine the varieties of rice and the methods of culture best adapted to California conditions.

Fertility of Soil and Land Prices.

The fertility of the soil of Butte County is evidenced by the magnitude of its production, and by the diversity of its products. It is interesting to note just how diverse the products of this county are. H. M. Brittan, in an article on Butte County, summarizes this in a most interesting way. He writes as follows:

"It is perhaps unnecessary to enumerate the variety of products of Butte County soils; suffice it to say that if you are acquainted with the products of Canada, Butte County produces everything grown in that country. If you are familiar with the products of New England, the Middle West or the Rocky Mountain section, Butte County produces everything grown in those sections; if you have a knowledge of the products of the Sunny South, of Florida, of Louisiana and of Texas, we produce in Butte County and California every product of the soil of these sections. The citrus fruits of Bahia, Brazil, the products of Northern Mexico, are all produced in Butte County. The alfalfas and wheats from the frigid zones of Siberia and some of the forest trees are found thriving in the Sacramento Valley. The products of the soils of Spain, Portugal, France, Italy, Palestine and the Mediterranean section of Northern Africa, also some of the products of the Valley of the Nile, are found thriving in the soils of Butte County. Many of the products of the soils of Japan and China are growing in the soils of Butte County."

But in addition to satisfying himself that the soil of any section is fertile, the prospective home-seeker must also inform himself of land values. There is no place in California that offers a more inviting field for capital than does Butte County, but while this is so, Butte County also invites the person of moderate means. The home-seeker can find here land of unequaled fertility at a price within the reach of all.

Butte County holds out no inducement to the lazy and the shiftless to come here. Laziness and shiftlessness bring the same reward here that they do elsewhere. What we do claim, however, is, here the climate and soil—in short, natural conditions—will work with you and not against you. With the same expenditure of intelligently directed effort, you can accomplish more here than in less favored places; that the opportunities here are greater and the reward for thrift, intelligence and energy are greater here than in the Middle West or the East; that more of the joy of living is to be had in glorious out-of-doors Butte than in those places where living conditions are less happy.

Here is the formula for success in Butte County, as it has been worked out by a prominent fruit grower from an observation of years, and covering hundreds of cases:

Energy	45%
Intelligence	45%
Capital	10%
Total	100%

Hundreds of happy and prosperous homes established on a minimum of money, but a maximum of intelligently directed energy and ambition, attest the truth of this formula.



Alfalfa Fields Support 20,000 Dairy Cows in Butte County—The Heaviest Producing Sections Lie Around Gridley and Chico

Land Values Bound to Increase.

While it is now possible to get in on the ground floor in Butte County, land values are bound to increase, because the producing value of Butte County's soil and sunshine warrant much higher prices than are now asked for the land. That this increase in value has not already taken place is due to the fact that it is only in the past decade that a beginning has been made in

breaking up the large grain ranches of the county into small holdings. It is only within the past few years that adequate transportation facilities have come. Irrigation is a matter of recent history. For these reasons land values in Butte County are lower than the producing ability of the land justifies. Because, then, land of unequalled fertility can be obtained at a most reasonable price, Butte County is justified in its claim that among the counties of California it is A COUNTY OF PARTICULAR OPPORTUNITY.



Prunes Pay Big Profits in Butte County

Men Are Chiefly Needed.

The late Col. E. S. Weeden of Chicago, himself heavily interested in Butte County lands, in discussing the value of these properties, very pertinently called attention to the advantages that this county offers when he wrote:

"A reasonable question is, if this land really has such a fabulous value, then how is it it is now offered for so small a price? The answer is manifest. For the present we have bewildering wealth in the countless acres of marvelously productive land — while we NEED MEN. In the southern part of the State the opposite is true — the population is

more dense, and land is held at and sold for \$700 to \$1,000 an acre—just the bare land with scant supply of water—land that is not WORTH half as much in fact as the land Butte County offers you for only a fractional part of that price."

The truth of Col. Weeden's statement will be appreciated when it is noted that Butte County has an area of 1,800 square miles, in acreage something over 1,800,000 acres. If Butte County were as densely populated as Delaware, which has only 1,960 square miles, it would have over 200,000 people instead of the 33,000 people now resident here. If it were as densely populated as Massachusetts, it would have about 800,000 people. If it were as densely populated as New Jersey, it would have 600,000 people. If it were as densely populated as Rhode Island, which has only 1,153 square miles, it would have over 800,000 people resident within its borders.

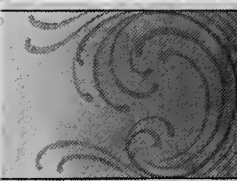
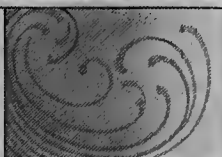
That population is bound to come to the counties of the Sacramento Valley, of which Butte County is one, because of the opportunities that they offer, is also the prediction of Dr. J. M. McGee. Writing as secretary of the Inland Waterways Commission, and in describing the Sacramento and San Joaquin Valleys—the two great interior valleys of California—Dr. McGee stated that these valleys would "support and would have a population of 30,000,000 people, forming a commonwealth of unprecedented power and influence."

Importance of Diversity of Resources.

Reference has previously been made to the diversity of Butte County's resources. The importance of this community lies in the fact that diversity of resources is the best insurance that a community can have against financial depression or hard times. The wisdom of ages is contained in the old axiom that it does not do to "place all one's eggs in one basket." We have already called atten-



Just a Few Pears



Butte County Is the Premier Olive Producing District in the World—Scenes in an Oroville Olive Plant—Drawing Olive Oil—Sorting Olives—The Flavorous Ripe Olive as You Get It—Grading Olives for Pickling

tion to the statement of the San Francisco Chronicle that Butte County stand unrivaled of the counties of California as a producer of the first magnitude in many different lines. The California State Board of Agriculture, in its report to the Governor for the year 1911, pays tribute to the great diversity of Butte County products in the following language:

"Butte County is situated in the northern and eastern Sacramento Valley, and embodies within its confines both mountain, foothill and valley land. Its climate is most diverse, and in its confines are grown all the products to be found in the temperate and semi-tropical zones. In the higher altitudes apples thrive, while in the lower stretches of the rolling foothills oranges and olives reach perfection. On the broad plains great rice fields grow, and the industry promises to rival that of alfalfa and dairy farming and the more extensive grain farming that has hitherto prevailed. Deciduous fruits of every kind are grown. In fact, there is hardly a product of the United States that in some part of Butte County cannot be grown to a commercial extent."

The unparalleled diversity of Butte County's product has lead to it being called the "Sample Package County of the United States" and "California's Epitome." Because of the wonderful diversity of products, Butte County has won general recognition among those who know California as A COUNTY OF PARTICULAR OPPORTUNITY.



An Orange Grove at Thermalito



Seventy-five Per Cent of the Rice of California Is Grown in Butte County—A Scene Near Biggs and Richvale—Rice in the Shock—Threshing the Rice—Cutting the Rice With a Binder—The Growing Crop

Water Resources of Butte County.

In California irrigation is an important factor in the prosperity of the State. The prospective home-seeker must assure himself of the abundance and certainty of water offered by the locality in which he contemplates making his home.

Turn to the map of Butte County. Note how well watered it is. It is bounded on the one side by the great Sacramento River. Through it runs the Feather River and its tributaries, and the tributaries of the Sacramento River. According to the United States Geological Survey, the Sacramento River has more water available for irrigation than any other stream in California, and next to it stands the Feather River.

Concerning irrigation development in the Sacramento Valley, of which Butte County is a part, Professor Samuel Fortier, Chief of Irrigation Investigations for the United States Department of Agriculture, writes as follows:

"Irrigation development, like any other, has followed the lines of most evident financial returns. So it is that the localities of least annual and summer rainfall were the first to be reclaimed by the artificial use of water. The tide of irrigation, however, has been moving steadily northward, and, excepting in the mountainous sections and the sections of excessive rainfall, the necessity for irrigation, or at least the value of it where it is not a complete necessity, is almost universally recognized. While heretofore, then, irrigation has followed the line of most evident return, in the future it will follow the available water supply."

According to a table given by Prof. Fortier in his article entitled "Irrigated Agriculture," in the report of the California State Board of Trade of San Francisco for 1908, the total mean annual flow of water in the Feather River is 5,950,000 acre feet. Three and three-fourteenths acre feet will amply irrigate one acre of land. Hence, the total mean annual flow of water in the Feather River is sufficient to irrigate 1,851,111 acres, approximately three times the amount of water that is necessary to irrigate the land lying under it in the Sacramento Valley.

Prof. Fortier, continuing, says:

"What is most needed in California and what we should most highly prize is an influx of industrious settlers, each possessing sufficient means to enable him to make a fair start along the line of irrigated agriculture. The opportunities open to this class are exceptionally good. All of the natural advantages essential to the suc-



Hooker Oak Near Chico
The Largest Oak Tree in the World



Fruit of All Varieties Thrive in Butte County—An Apricot Orchard—A Young Peach Orchard at Wyandotte—How Lemons Grow at Bangor—Harvesting Almonds at Durham



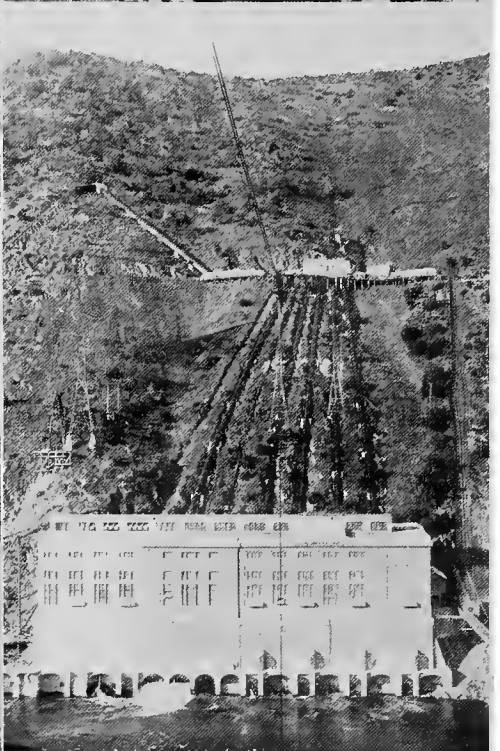
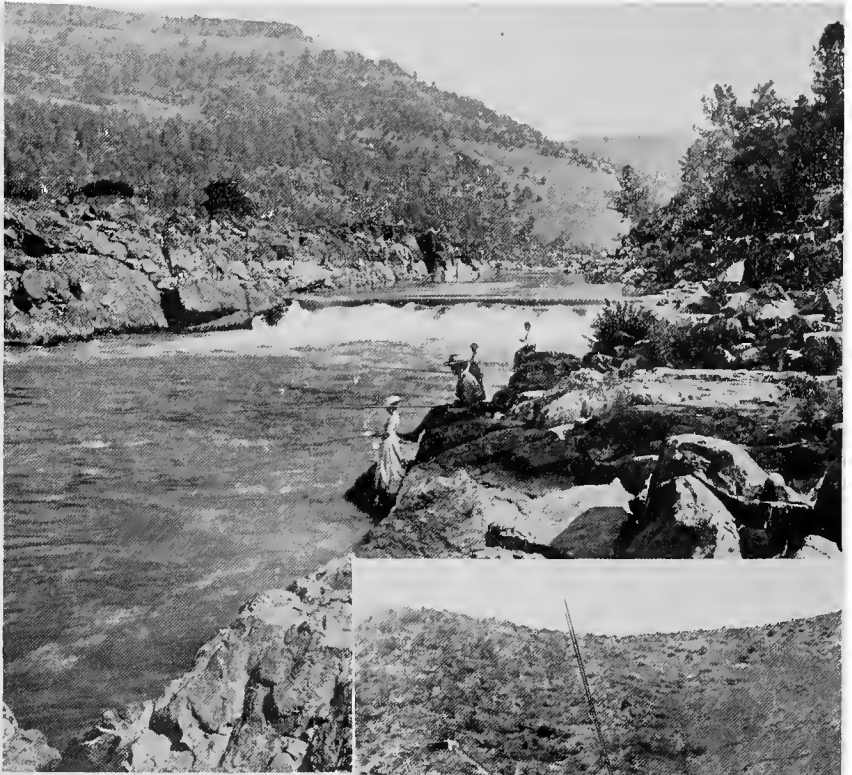
A Beautiful Residence in the City of Chico

cess of the irrigated farm are to be found in the great Central Valley of California—fertile soil, good climate and an abundant water supply. Yet these natural gifts count for little when unutilized. We need the intelligent brain and the trained hand of thousands of farmers to make the best possible use of these advantages. In much of this work no large amount of capital is required. The individual, mutual company and irrigation district can reclaim an additional two million acres in a manner similar to the successful efforts of like agencies in the past.”

Its abundance and certain supply of water for irrigation again marks Butte County as a County of PARTICULAR OPPORTUNITY.

Great Railroad Systems Traverse the County.

Transportation facilities and accessibility to the markets are again important items to be taken into account in selecting a home. In the past ten years a transformation has taken place in the transportation facilities of Butte County. The County is traversed by the main line of the Central Pacific Railroad and the main line of the Western Pacific Railroad. The Southern Pacific Railroad has a branch line connecting Oroville with the Central Pacific Railroad. The Northern Electric Railroad, an interurban system of the Sacramento Valley, traverses Butte County. The Butte County Railroad extends from Chico to Stirling City, connecting the various towns and communities along the Magalia Ridge. From Oroville the Butte and Plumas Railroad extends to Berry Creek. The Western Pacific



The Feather River is California's Second Largest Stream, and is the Source of Irrigation and Power Development—The Feather River Above Oroville—An Irrigation Ditch in the Gridley Colonies—The Power Plant of the Great Western Power Company

Railroad furnishes a quick Eastern service to the East for the fruit growers of the County. All the roads maintain a quick service to the main Northern California markets at Sacramento and San Francisco. The mountain districts furnish a big market for the valley grown products, and the valley communities for the products of the mountains.

In the excellence of its transportation facilities and its accessibility to profitable markets Butte County is again stamped as a County of PARTICULAR OPPORTUNITIES.

Opportunities for Employment.

The average person is interested, in seeking a future home, in the opportunities for employment that each locality offers. The diversity of Butte County's resources afford a year-round market for labor, and in addition to the work on the orchard and farm, there is employment in factory and shops. Butte County is a center of one of the largest lumbering operations on the Pacific Coast. At Chico and Stirling City the Diamond Match Company maintains extensive lumbering establishments. At Oroville the Truckee Lumber Company has the only all-steel lumber mill on the Pacific Coast. Throughout the mountain sections there are a number of smaller mills, but all steady producers. At Oroville the Divisions Shops of the Western Pacific Railroad are located, while at Chico the main shops of the Northern Electric Railroad are located. Oroville is also a freight and passenger division point of the Western Pacific. There is an extensive gold dredging industry in Butte County, which centers in Oroville, and considerable mining throughout the mountains. The gold dredging industry necessitates the maintainence of extensive machine shops. One of the largest rock crushing plants west of Chicago is located at Oroville.

Rice mills at Biggs and Gridley have followed in the wake of the rice industry. The alfalfa industry has brought its full complement of creameries.

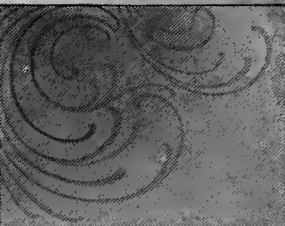
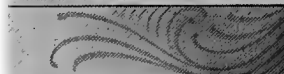
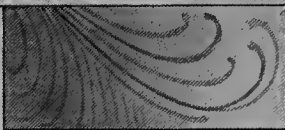
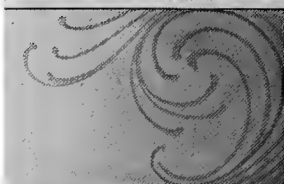
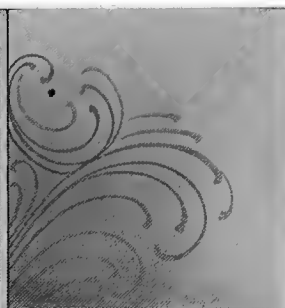
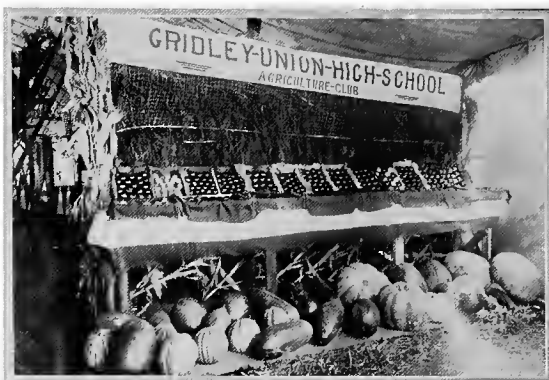
To care for the orange and olive crops there are packing houses and pickling and oil plants. The largest plant for pickling ripe olives in the world is located at Oroville. Prunes and peaches are cared for in extensive drying yards, while vast quantities are sold to canneries located in the County or elsewhere.

Irrigation plants are extensive and continually increase in size. These plants require for their maintenance both skilled supervision and unskilled labor.

Practically one-third of the hydro-electric power produced in the State is produced in Butte County. The hydro-electric plants furnish steady employment year in and year out to large numbers of men. Plans have been formulated for the erection of other plants.

Schools of Butte County.

But the home-seeker, if he is true to his name, will look for other things besides financial well-being in selecting a home. He wants to build a home in the true sense of the word, and so he will seek to learn about the schools and the churches of the locality to which he is thinking of removing. He will ask concerning the opportunities



Butte Schools Are Among the Best in the West—A School Exhibit at a County Fair—The Chico High School—A Grammar School at Gridley—A Grammar School at Oroville—The Biggs Grammar School

for healthful recreation. For the well-rounded life demands and needs something beside work, no matter how profitable or enjoyable that work may be.

Butte County's school system is complete and measures up to a high standard of educational efficiency. Its urban and rural schools are admittedly among the best in the State. Its four high schools are fully accredited to the University of California and to the Leland Stanford, Jr., University. A modern business college is maintained in Chico. In the same city is the State Normal School, where pupils are fitted for the teaching profession. This normal school is one of the largest and best equipped of a group of five similar institutions that the State maintains. Across the Sacramento Valley, only two hours ride on the railroad, the State Farm of the University of California is located, where instruction in all branches of practical husbandry is given.

Reference has already been made to the diverse industries of Butte County. These give opportunity for practical training in industrial vocations.

Practically all of the religious denominations are represented in the important centers. The beauty and comfort of the church edifices speak for the interest taken in religious work by the people of Butte County.

Hunting and Summer Pleasures.

Opportunities for healthful recreation abound in Butte County. There is boating and swimming on Butte County's magnificent streams. Fishing on the Sacramento and Feather Rivers is famous the State over. Auto parties from all over the West throng each summer into the Feather River Canyon, one of the wonder spots of California. Sportsmen from all over Northern California come to Butte County to hunt ducks and geese as well as deer and bear.

The high Sierras are immediately accessible to the residents of Butte County who desire a summer vacation. The resorts of the Feather River Canyon and of the Sierra region of Butte County are of the most famous in the State. At Richardson Springs is a water cure resort, whose springs are pronounced by the most eminent physicians of the State to possess radio-curative properties equal to the famous Carlsbad Springs of Europe.

In fact, Butte can well claim the title of a "Sportsman's Paradise."



**Cherries Are Big Profit Producers
in Butte County**



A Vista of Butte C

Butte County's Glorious Climate.

The climate of Butte County is a glorious California climate, full of health-giving sunshine and energy-giving ozone. The climatic attractions of Butte County were fittingly described in an article written some time ago by Captain W. A. Glassford of the Signal Corps of the United States Army. Here is the way that the climate of Butte County appealed to Captain Glassford:

"While visiting Butte County, in the Sacramento Valley, in the capacity of an inspector of the signal service, I was surprised that the thermometer recorded so high a degree of heat when at the time I was enjoying so great a feeling of comfort. This led me into an investigation of the reason for this difference between the seeming and the real temperatures. This investigation convinced me that one



A Scene in the Pine

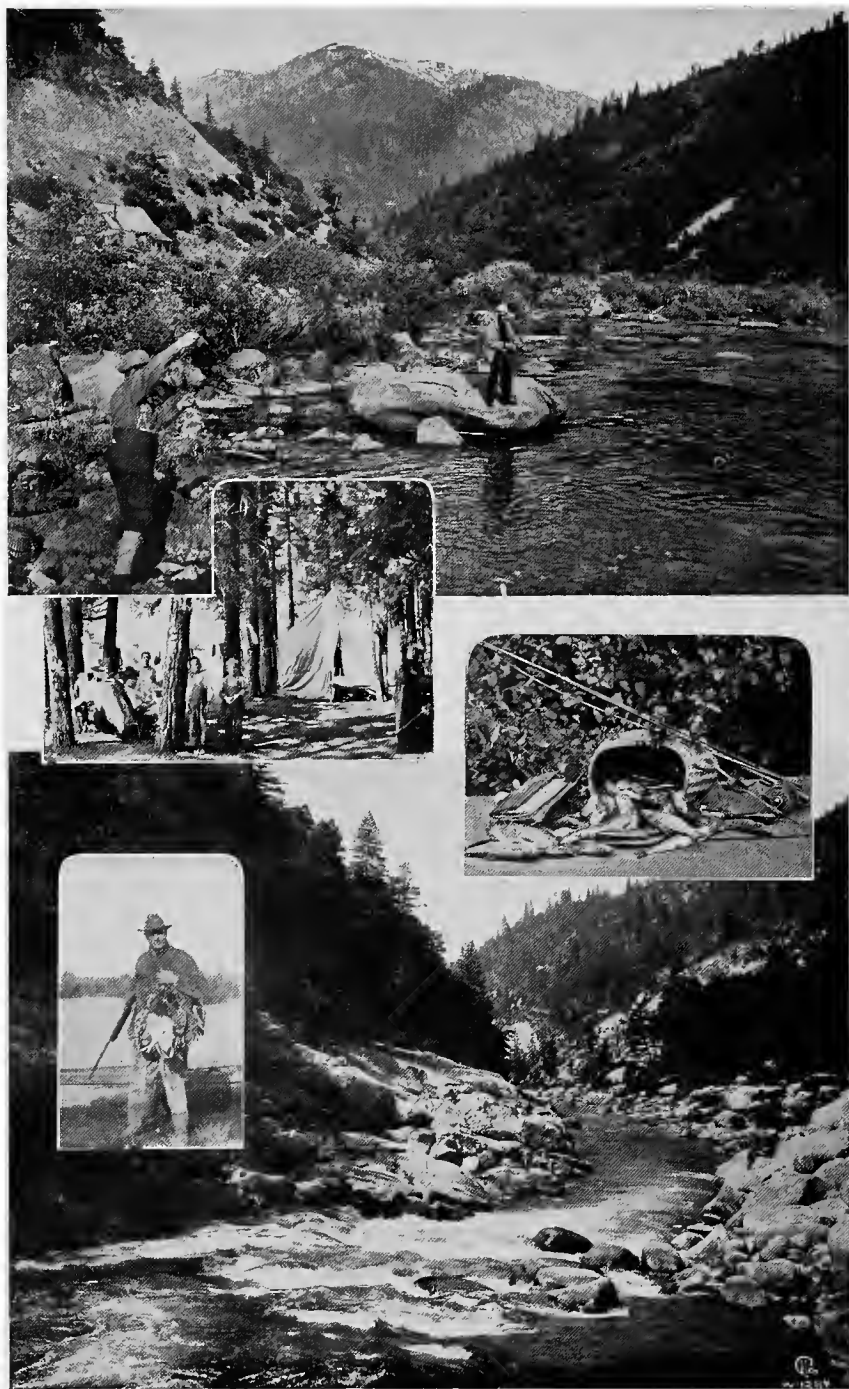


Butte County Orange Groves

of the greatest advantages which the lower foothills region of the Sacramento Valley of California offers to the person seeking a home among the superlative delights which nature's climatic environment there affords, has been almost entirely lost sight of. Only within the last few years has the particular quality of its summers received some of the consideration it deserves; its winters having long since received the appellation 'glorious.' It has been known by those whose fortune it has been to reside within the valley, and with a certain dim comprehension it has been understood by the people of the East, that the high temperatures of summer are here not at all productive of the same bodily discomfort which experience with sweaty sultriness has taught the people of the East to associate with the same extreme of the thermometer. This absence of bodily discomfort in the cities of Oroville and Chico, Butte County, during the



Forests of Butte County



These Pictures Tell Their Own Story of Life in Glorious Out-of-Doors Butte

days of heat is so great that the newcomer loses confidence in the thermometer and finally it is discarded because it indicates nothing that seems true. This agreeableness, arising from a heretofore unaccounted-for salubrity even in summer, is an advantage which cannot be too strongly impressed upon those who are seeking homes under the most tolerable conditions of climate—conditions which, the year through, have in this section been appropriately named 'glorious' and of which name California climate may be said to possess the copyright. * * *

"Records of this sensible temperature have been kept by the signal service for a number of years at 7 a. m., 3 and 11 p. m., hours which make it possible to obtain a satisfactory daily aver-

"These records show that at Oroville, where the Feather River leaves the foot of the Sierras, summer corresponds to that of the lower margin of the Great Lakes, of the Adirondacks, of the White Mountains, and the southern coast of Maine—these being places of refuge for the people whose fate it is to live in the cities in the section indicated by the lower summer line which the metallic thermometer gravely declares to be the summer heat of Oroville. Another expression of this same fact, in terms familiar to those who live in the Eastern States, is found in the statement that the resident of the favored spot, Oroville, without the trouble or expense of travel is, at his own door, in the full enjoyment in winter of the climate of Florida, and in summer of the salubrity of the coast of Maine. The fragrance of the orange is his winter fascination, while the fruits of the North hold him to this place where climatic enjoyment is without interruption. * * *

"Near Chico is located the famous Bidwell farm, at which the writer once sat at noon at a table loaded exclusively with the products of this great farm. The bread was made from wheat cut, then thrashed, then ground, then baked, all during the morning and placed on the table at midday with the finest varieties of fruit from the thousands of acres of thrifty deciduous fruit tree orchards which grow here. Oroville is surrounded by thousands of acres of orange groves whose fruit ripens in November. One of the many results of the perfect thermal conditions here is the singular fact that in western



In California's Second Yosemite—The Fall River Falls in Butte County Has a Sheer Drop of 500 Feet



**A Combined Harvester Threshing Wheat in a Butte County Grain Field
Cutting Maize Upon a Diversified Products Farm**



**The Mother Orange Tree of Northern California
is in Butte County—65 Years Old
and Still Bearing**

Butte County of all the world the orange and the cherry can be raised profitably side by side."

What California's Climate Means.

President Benjamin Ide Wheeler of the University of California has this to say of California's climate:

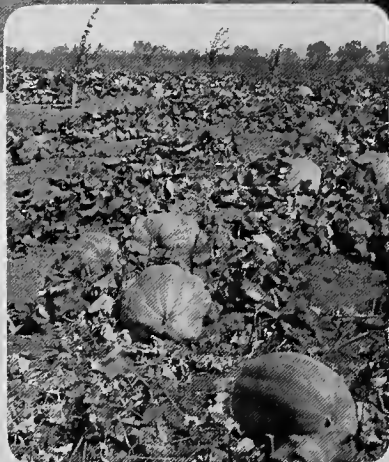
"One of the chiefest resources of California is its climate. Not only does it have a fundamental value for crops and plants and fruits as to their variety, quality, quantity and ease of production, but it is supremely good for animals—both live stock and human animals. The human animal revels and flourishes in it. It makes the great outdoors available all the time in luscious abundance to ordinary

men. It cancels the perpetual struggle of life against weather. It is an economic factor, and cancels the waste time spent in shivering and in wiping perspiration. It gives the opportunity of full days and full years of effective living. Old age will be prolonged five years or more by coming here, through the lessening of strain and the avoidance of crises, and it will be prolonged in the higher enjoyment of life. Youth will grow up into fresher health and strength through the inevitable practice of outdoor life. There are many kinds of climate within the State, mountain air and seashore air. Every valley has its own peculiar blend, but all contain the standard ingredients of sunshine and air, and all are good.

"California is a good place to work in, but it is also the natural playground of the Nation. * * * California of all the places in the world was evidently made especially for human beings to live in, but, strange enough, they found it last of all."

Everything that President Wheeler has said of California's climate is true of that of Butte County; and just because Butte County shares to the fullest extent in California's heritage of a glorious, health-giving and energy-giving air and sunshine, Butte again can well claim to be a COUNTY OF PARTICULAR OPPORTUNITY.





Everything You Want in Butte County—An Olive Grove at Palermo—On a Hop Farm Near Nord—"Some Pumpkins"—Growing Corn on a Diversified Products Farm

Agricultural and Horticultural Products

Alfalfa—Butte County is one of the chief alfalfa producing sections of the State. Irrigated lands produce seven tons per acre each season, while non-irrigated lands produce four tons to the acre. The bountiful production is due not only to soil fertility, but to the fact that the climatic conditions in Butte County are especially favorable to alfalfa. The winter months are mild and the alfalfa grows throughout the entire year. The price of alfalfa baled at the farm averages \$9 per ton. Three acres will care for two cows and permit stacking sufficient for winter use. The cost of preparing the ground is nominal where the farmer does his own work. The water supply is abundant. With the development of the alfalfa acreage there has developed a big dairying industry. Alfalfa, cows and pigs form a great money-making triumvirate.

Almonds—Butte County is one of the leading almond producing districts of the State. The climatic and soil conditions here place the Butte County almond producer at a point of distinct advantage.

Apples—Apples grown on the mountain lands of Butte County have regularly captured first prizes at State and district fairs and expositions. The red soil gives unequaled color to the fruit, the taste of which cannot be excelled. Apple land is obtainable at most reasonable prices. Recently the industry has assumed large proportions.

Apricots—See deciduous fruits.

Beets (Sugar)—Prior to the closing of the Sacramento Valley beet sugar factory nearly 6,000 acres in Butte County were planted to sugar beets. With the reopening of the factory this acreage will again be planted to sugar beets.

Beans—See diversified farm products.



Vinegar Works at Chico



Butte Ranks Among the First Counties of California in the Importance of Its Lumber Industry—The Mills of the Diamond Match Company at Stirling City—The Office of the Same Company at Chico—A Train Load of Logs

Berries—Both valley and foothill lands are prolific producers of berries of every kind.

Barley—See grain.

Corn—See diversified farm products.

Cactus (Spineless)—The spineless cactus is being most successfully grown in Butte County, and promises to develop a great dairying industry in the foothill section.

Cherries—Butte County is one of the earliest ripening cherry districts in the State, giving to the cherry growers the high price that the first fruit always brings.

Chestnuts—There is a considerable acreage planted to chestnuts. Crop failure is unknown, as Butte County is a natural nut country.

Cucumbers—See diversified farm products.

Diversified Farm Products—Diversified farming is carried on very extensively in Butte County, particularly in the irrigated valley districts. All varieties of vegetables, berries and fruits are grown. The mountain districts and the cities offer a big home market for the products thus raised, while the larger State markets take care of the balance. Freight rates are reasonable and the service rapid, convenient and careful. To enumerate the particular products coming under this classification would read like a glossary of vegetable products and small fruits. One farmer owning 18 acres gives the following figures as yearly returns: 10 cows, \$1,000; hogs, \$75; peaches, \$500; small berries, \$45; poultry, \$125; calves, \$200; grapes, \$10; making a total of \$2,055, which represents over 10 per cent per annum upon \$1,000 per acre. This is no exception; our county is dotted with small farms giving as good results.

Deciduous Fruits—All varieties of deciduous fruits are grown on a commercial basis both in the valley and on foothill lands. A large part of the fruit thus grown is dried, while a big tonnage is sent to canneries. The annual shipments to the fresh fruit markets is also large. The value of the fruit output of the county, together with the diversity of fruit produced, gives to this county a ranking as one of the leading fruit producing counties of California.

Figs—There is a large acreage planted to figs, particularly to the White Adriatic fig. The profits of the industry have been such that the fig acreage is constantly and rapidly increasing.

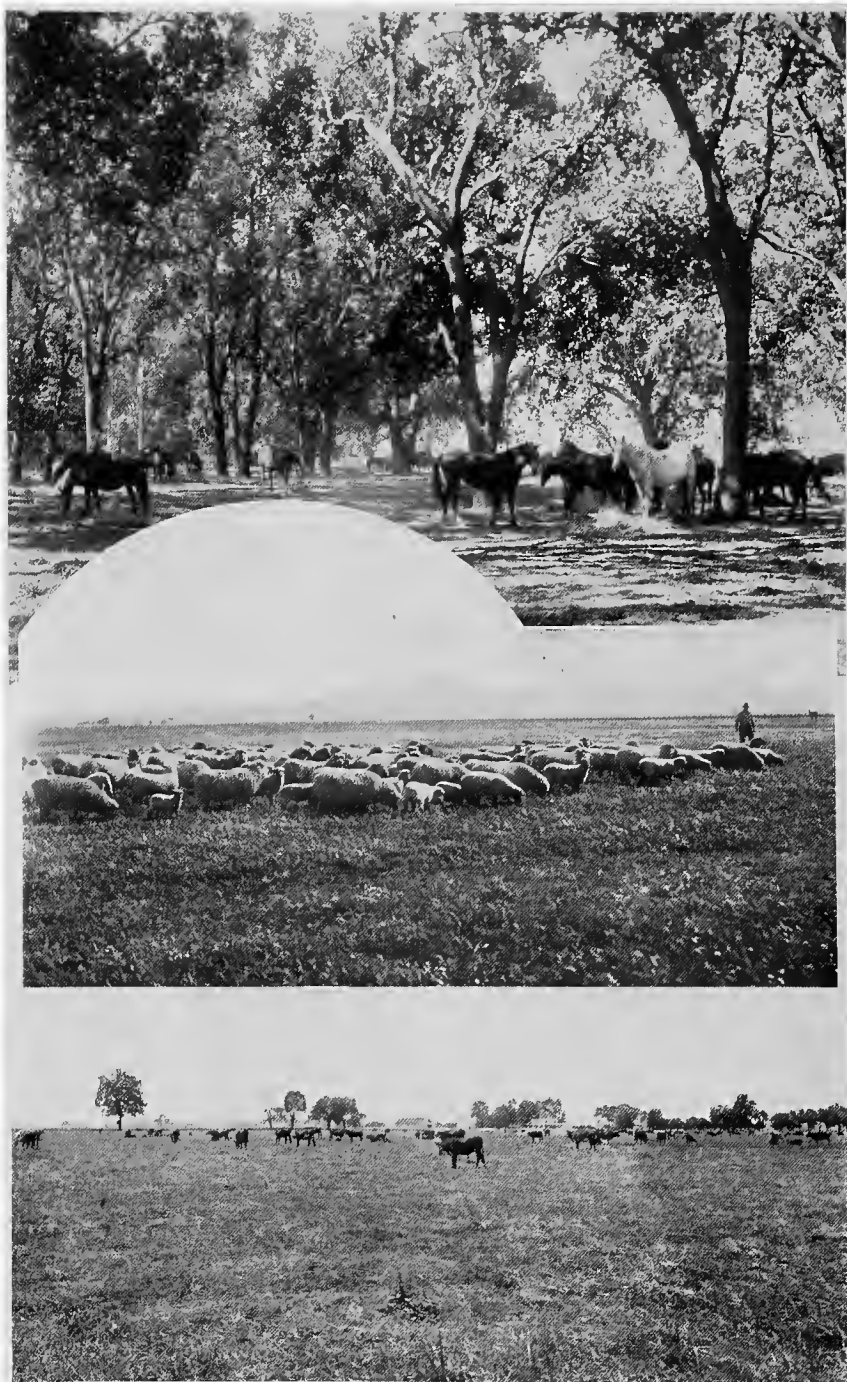
Flowers—Flowers grow everywhere and are so bountiful that they are not considered of commercial value.

Grain—Butte County was originally one vast wheat field. While intensified farming has taken the place of these great grain ranches, there is still a large acreage planted to wheat, barley and oats. The assured rainfall makes the lot of the grain and hay growers in Butte County an especially favored one.

Grapes—The vineyard industry is an important one in Butte County. There is a large acreage in wine grapes and a larger acreage in table grapes and in Thompson seedless grapes, which are largely used in the raisin trade.

Grapefruit—Grown extensively in the citrus belt of the county.

Hops—The hop acreage is large and is constantly increasing and spreading to various parts of the county. The annual yield is large and the county is one of the leading hop producing districts of the State.



The Stock Industry of Butte County is One of Large Proportions



A Scene in Beautiful Bidwell Park at Chico

Hay—See grain.

Lemons—No portion of the State produces a finer lemon than the citrus belt of Butte County. The trees are free from pests and a crop failure is unknown.

Melons—See diversified farm products.

Nursery Stock—A number of large nurseries are established in Butte County. These nurseries enjoy a tremendous advantage through the fact that the United States Plant Introduction Garden is located in Butte County.

Oranges—Butte County comprises what is known as the Northern Thermal Belt, or the Northern Citrus Belt. The earliest fruit in the State ripens here. The crop is completely harvested in

time to catch the fancy Christmas market.

Olives—Butte County is the most prominent olive producing district of the State, and the excellence of the olives, the certainty of the crops and the bountiful production of the trees has led to this county being generally admitted among experts as the premier olive district in the world. Oroville ripe pickled olives are famous the world over. The industry is increasing by leaps and bounds, but it will take years of planting to overcome the demand.

Oats—See grain.

Prunes and Plums—See deciduous fruits.

Peaches—See deciduous fruits.

Pears—Pears are bountifully produced in the apple growing districts of the county.

Pomegranates—Grown extensively in the citrus producing regions.

Persimmons—Grown in citrus belt.

Quinces—Grown extensively over county.

Rice—Butte County produces 75 per cent of the rice grown in California. In four years California has advanced to fourth place among rice producing States of the Union. According to the yearly crop summary of the United States Department of Agriculture for 1914 California ranks first in the yield of rice per acre. The bushel yield per acre is stated to be: California, 53.3; Arkansas, 39.8; Texas, 33.8; Louisiana, 32.1.

Tangerines—See oranges, tangerines being a variety of the orange.



Butte is One of the Chief Gold Producing Counties of California—A Gold Dredger at Work Near Oroville—Manufacturing the Cobbles Left in Wake of Dredger Into Crushed Rock.

Tobacco—Tobacco grows most prolifically upon the soils of Butte County, and experiments in curing the leaf are now being conducted.

Tomatoes—See diversified farming.

Vegetables—See diversified farming.

Wheat—See grain.

Opportunities for Manufacturing

Butte County is already one of the leading manufacturing counties among the interior counties of California. The diversity of its resources means an abundance of raw material. The convenience of its transportation service supplies a second important factor in manufacturing, while the hydro-electric power plants of the Sierras give to manufacturers a cheap, safe and dependable source of power.

The mineral, horticultural and timber wealth of the county affords opportunity for the profitable establishment of many new factories. The rapid development of the Sacramento Valley is affording a home market of large proportions. Manufacturers will do well before selecting a site for plants to get into touch with commercial bodies of Butte County and to obtain full information as to the advantages and inducements that this county offers.

The Forests of Butte County

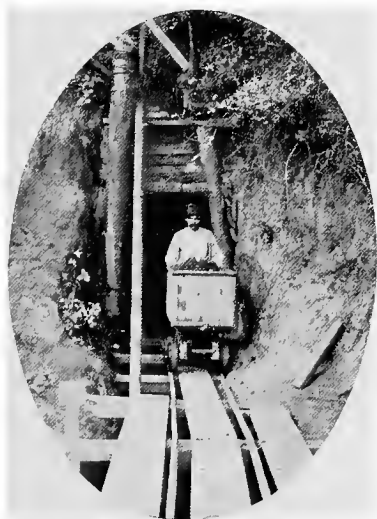
By State Forester G. M. Homans.

The timber resources of Butte County are very extensive. The greater portion of the northeastern half of the county is heavily timbered and the forests comprise sugar pine, yellow pine, Jeffrey pine, Douglas fir, red fir and white fir. The timbered area is practically unbroken except where large areas have been logged off.

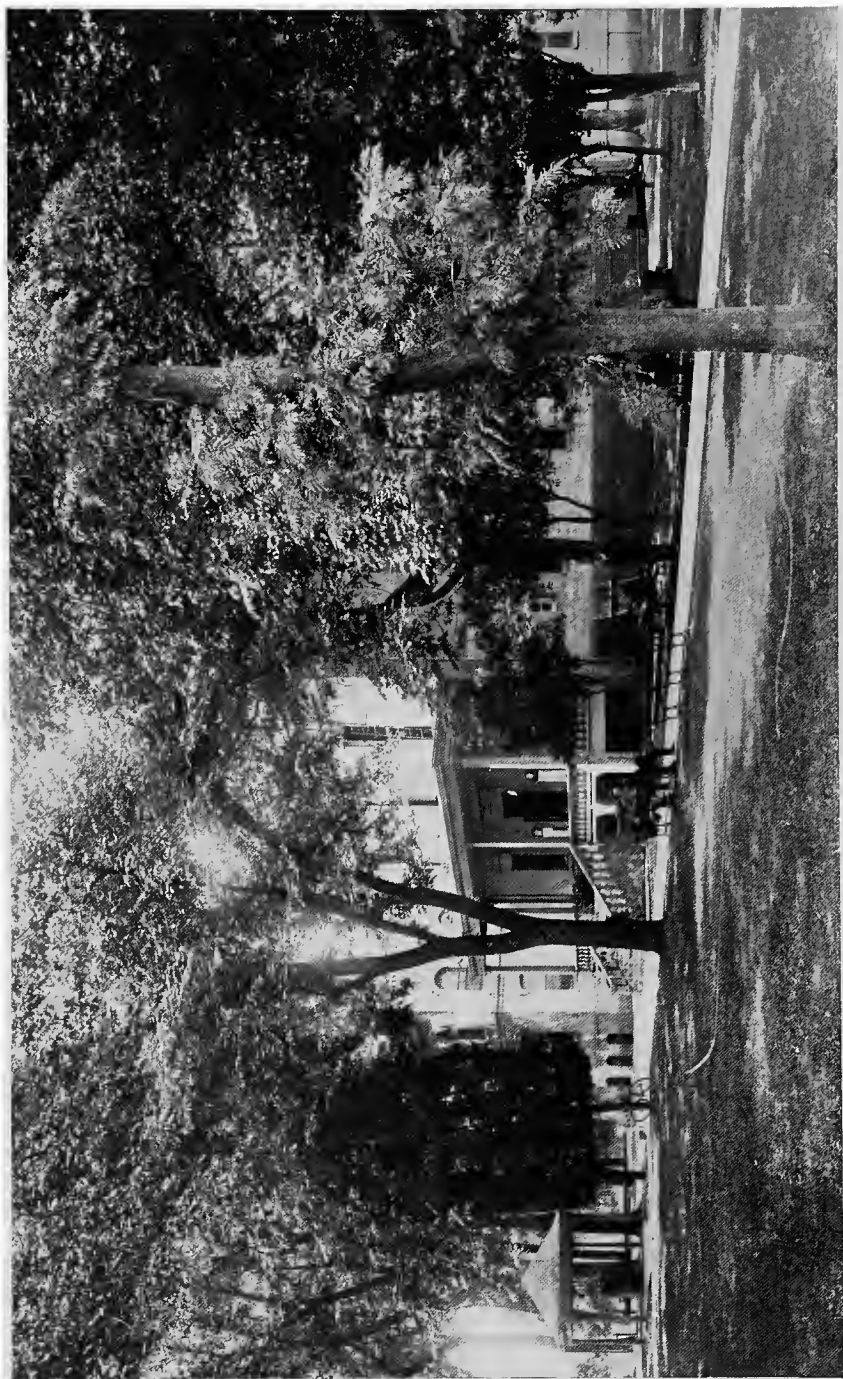
The timber varies in amount according to the variation, altitude and exposure. Most of the forested area is comparatively accessible to existing means of transportation and most of the remainder can be made so with comparatively small cost. The ground presents no serious logging difficulties.

The forest wealth of Butte County is an enormous asset.

The more valuable of the merchantable species are the pines, which form a large proportion of the timber stand. For the most part the trees are tall, straight, free from lower limbs and contain a high percentage of clear lumber. Their location is such as to make reforestation easy on such areas as may have been burned over in the years past, and to insure natural reproduction with little or no sacrifice during present operations. The



Tunnel Leading to a
Butte County Mine



View in Courthouse Grounds at Oroville

completion of the Western Pacific Railroad has opened a new artery of transportation.

The Federal Government offers for sale such timber as can be spared at reasonable stumpage prices and encourages purchase by small capital. Those interested in securing timber from the National Forests can secure detailed information by addressing the Forest Supervisor, Forest Service, Quincy.

Dairying in Butte County

The dairying industry of Butte County is fast becoming of great importance. From the Gridley section during most of the year 97,000 pounds of butter fat is marketed every 30 days. For a number of years dairymen and farmers have paid special attention to raising high class milch cows. The finest of stock will today be found upon the small farms and dairies throughout the county. A ranch suitable to carry 30 head of dairy cows, with sufficient acreage to raise fruit and vegetables for home use, is, from an income standpoint, one of the most certain and independent industries one can engage in. There is a constant and sure market at given prices for all products, and the returns are received each week. Science has so systematized the dairying business that it is a pleasure to conduct a dairy, as far as work is concerned.

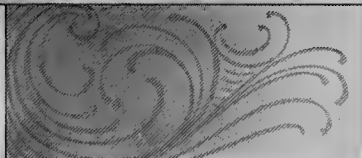
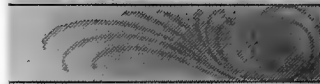
Without entering into detailed statistics relative to the dairy business, it can be stated that \$10 per cow per month is what the average dairyman receives. The increase from the cows gives a neat yearly income in addition.

In connection with the dairy business is included the raising of hogs, which are most profitable. Upon most every small farm will be found a herd of highly bred hogs, which are fed upon milk separated from the cream. A short time before marketing they will be fed corn and beets to harden them. A farmer in this district recently had upon exhibition a sow with a litter of eight pigs six months old. The sow weighed 600 pounds, while the pigs weighed 200 pounds each. Such a sow will bring a farmer \$300 per year. A ready market is at all times found at Sacramento, a distance of 60 miles, where the highest price prevails. Hogs will keep fat upon alfalfa, but must be fed solid food before going to market. It costs no more to raise blooded stock than inferior grade.

Butte County Ideal for Poultry Raising

The ideal character of the climate of Butte County for poultry culture has been apparent to every person who has devoted any attention to this great industry here. The reason for this is very apparent. In the first place, the poultry suffer from neither an extreme of heat or cold. The winters are exceptionally favorably to raising young stock. These chickens, hatched in the winter, mature and become pullets, which will lay during the winter months, when the price of eggs is high.

One reason why chickens thrive here is due to the absence of fog. This fact, with only ordinary care upon the part of the poultry-



Some Butte County Churches—Catholic Church at Chico—Methodist Church at Biggs
Presbyterian Church at Chico—Methodist Church at Oroville

man, makes roup, the dread disease of the poultryman, almost unknown.

The soil of Butte County, which is unparalleled for agricultural purposes, is also ideal for poultry culture. It is a rule that poultry will not thrive on soil which is not adapted to agriculture.

Transportation facilities for marketing stock and eggs are the very best. The local market alone has never been supplied with local products.

Under such conditions, both as regards climate, soil and transportation and marketing facilities, only energy and intelligence are needed to make the culture of poultry in Butte County, on any scale, a very safe and profitable venture.

Mineral Resources of Butte County

Butte County is one of the leading gold producing districts of the West. During "the days of old, the days of gold, the days of '49," the Argonauts took untold millions from the golden gravels of the Feather River and its tributary streams. During the modern period great gold dredgers have continued on a mammoth scale the work that the Argonauts started with rockers and gold pans.

The gold dredger industry was practically given to the world by Butte County. The gold fields about Oroville were not only the first large gold dredging fields to be discovered, but for years they were the largest. And although the district is the oldest gold dredging field in the world, it still ranks as one of the most important. In addition to the gold dredgers operating at Oroville, these "gold boats" are also working on Butte Creek out from Chico.

Millions in gold have also been recovered from the quartz mines and from the ancient river channels of the county. Despite the many millions that have been taken, expert mining engineers state that untold more millions yet await discovery and recovery.

Other minerals found in Butte County are platinum, silver, asbestos, ochre and iron.

The county is a large producer of crushed rock. There are also extensive deposits of high grade marble in the county, as well as extensive cement deposits. Clay adapted for the manufacture of the finest brick and pottery also exists in large commercial quantities.

More diamonds have been found in Butte County than in any other part of the United States. The county has a record of over three hundred diamonds of the first class recovered during the process of mining gravel for gold. Deposits that are stated to be the same as the kimberlite, in which the diamond occurs in South Africa, have been uncovered.

There has been but little attempt to prospect Butte County thoroughly for any mineral but gold, and that only as far as gravel deposits are concerned. The district, however, is new. With its more thorough development it is certain that its great store of mineral wealth will be thoroughly prospected and commercially utilized.



Uncle Sam Stamped His "O. K." on Butte County When He Located the U. S. Plant Introduction Garden There. Views in This Great National Garden, Which is a Clearing House for the Plant Life of the World—Avocados—Spineless Cactus—The World Family of Cabbages All Together



A Glimpse of the "Days of Old, the Days of Gold, the Days of '49"—Chinese Miner Using Rocker to Wash Gold-Bearing Gravel

Cities of Butte County

Biggs, the Mill City.

If you are in quest of the golden fleece the term "Biggs, the Mill City, in the Heart of the Rice Belt," will surely appeal to you. For it is no idle boast that Biggs is located in the center of California's now famous rice fields. But if your tastes are more aesthetic, the old pseudonym "The City of

Palms," may suit you better. Both are appropriate. The rice fields extend for miles about Biggs, while the streets of the city are lined with palms, olives, walnuts and beautiful deciduous shade trees. The yards and gardens of the homes of Biggs are filled with flowers and fruit. Here you will find the orange, lemon and delicate grapefruit growing to perfection alongside of luscious grapes, berries and garden truck.

With two large rice mills, the feature of Biggs industrial life is the milling of rice. Every product of Butte County, however, thrives in the Biggs District. The work of settlement of lands is proceeding apace, as water for irrigation is provided. The construction of the Western Canal between Biggs and Oroville will have an important effect on the development of Biggs.

Biggs schools are among the best. The city operates its own moving picture show. It owns and operates its own water and lighting plant. It is without saloons. Biggs, the Mill City, is a good place in which to make your home.

Chico, the Educational Center of Northern California.

Chico is a beautiful and progressive city which, with its environs, has a population of 15,000 people. It is situated on the main line of the Southern Pacific and is the northern terminus of the Northern Electric. It is also a terminus of the Butte County Railroad. The Northern Electric has its car barns and shops and various offices located in Chico.

Educationally Chico is unsurpassed. It has an excellent State Normal School; a new High School erected at a cost of \$50,000; ten graded schools with more than 2,300 pupils enrolled; a flourishing business college. There are fifteen church buildings in the city.

Chico has recently been deeded a park of 1,920 acres of wonderful natural scenery, stretching into the foothills of the Sierras and traversed by a beautiful stream. The city is noted for its public improvements and public buildings.

Industrially the city is especially fortunate. The plant of the Diamond Match Company gives employment to 1,200 men. Across

the Sacramento River is a big beet sugar plant. Chico has also a big flour mill and an extensive ice plant.

The famous Bidwell orchard and ranch, which formerly surrounded Chico, has been subdivided. These lands are unexcelled for fertility and productiveness.

The setting of the city, with its background of the Sierras, is most beautiful. With but little irrigation Chico has an abundance of fruits and flowers the year round. Write for free literature.

Gridley, Where Diversified Farming Thrives.

Gridley is located in the southwest corner of the county. It has a population of approximately 2,000 and is surrounded by a rich farming section. During the past five years it has made a phenomenal growth, the school attendance and voting strength having doubled in that period. It is the center of the section covered by the Sutter-Butte Irrigation Canal system, which is one of the largest and most successful irrigation system in the State of California.

The principal products of the country around the city are rice, peaches, prunes, alfalfa and dairy products, grain, small fruits, berries and garden produce. The industries of the city are rice mills, butter-making plants, cheese-making plants, canneries and the mercantile establishments usually incident to a progressive city.

The city owns its own electric lighting system and water works, both of which are paying handsomely. The only taxes levied are to pay off bonds and interest thereon, all the other expenses of the city being paid from the income of the municipal utilities and licenses.

A sewer system is now nearing completion.

Transportation facilities are excellent, Gridley being on the main lines of the Southern Pacific and Northern Electric.

Oroville, the Center of the Orange and Olive District.

Oroville, the county seat of Butte County, is situated in the center of what is termed the Northern Thermal Belt of California. In addition to being the center of the big orange growing district, it is the center of the most important olive growing district in the United States. It is also an important railroad center, has large lumber mills, a big rock crushing plant, and is the center of one of the largest gold dredging fields in the world. With its immediate suburbs it is a city of from 5,000 to 6,000 inhabitants and is one of the most prosperous communities in California.

Oroville is situated on the main line of the Western Pacific, on the main line of the Northern Electric and is a terminal for a branch line of the Southern Pacific. It is also a terminal for the Butte and Plumas Railroad. It is a freight and passenger division point on the Western Pacific, and the terminal and division shops of that company are located here.

The city is beautifully located in a natural amphitheater of the Sierras. At Oroville valley and mountains meet. At Oroville also the Feather River, one of the most beautiful streams of the West, throws itself in a long shimmering line of water out upon the broad expanse of the Sacramento Valley.

BUTTE COUNTY LAND AND CROP TABLE.

The following table will give an indication of land and crop costs and profits in Butte County. In each case the figures are based on an acre as the unit.

CROP.	Cost of Land, With Water, Per Acre.*	Time Required to Bring Crop to Maturity and Cost Per Acre.	Reasonable Net Profits to Be Expected Per Acre.
Alfalfa.....	\$100 to \$150	1 year—\$20 for checking ground	\$40 to \$60
Almonds.....	\$250 to \$300	4 years—\$175	After sixth year almonds show a return of from \$150 to \$350 per acre.
Apples.....	\$35 to \$100 (Irrigation not necessary in certain mountain and foothill localities.)	4 years—\$150	\$50 to \$150
Deciduous Fruits.	\$100 to \$150	4 years—\$150	\$100 to \$150
Figs.....	\$100 to \$150	4 years—\$100	\$125 to \$175
Oranges.....	\$100 to \$150	5 years—\$200	\$100 to \$150
Olives.....	\$100 to \$150	6 years—\$200	\$150 to \$200; after 15 years \$300 to \$500; one grove over 25 years old showed a net profit of over \$700 per acre.
Rice.....	\$100 to \$150	1 year—\$30	\$50 to \$75

*Land adapted for the various crops can be obtained for from \$25 to \$75 an acre where the land is not irrigated. There is abundant supply of water for all these lands. Large areas are now being irrigated through pumping. New irrigation projects now in process of construction or organization will bring water to many thousands of acres now unirrigated. There is no county in the State where the supply of water is as certain or as abundant as in Butte County.

THE CLIMATE OF BUTTE COUNTY.

STATISTICS GATHERED FROM UNITED STATES GOVERNMENT BUREAU FOR THE PAST FIFTEEN YEARS.

	Av. Winter Temperature.	Av. Spring Temperature.	Av. Summer Temperature.	Av. Autumn Temperature.	Av. Yearly Temperature.	Av. Highest Temperature.	Av. Lowest Temperature.	Average Clear Days...
Southern Italy	47.3	57.3	73.7	60.0	61.0	85	20	220
Los Angeles	52.0	60.0	70.0	62.0	65.0	109	28	250
Butte County	48.0	60.0	75.0	61.0	61.0	100	29	238

BUTTE COUNTY



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